

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, JUNE 4, 1890.

No. 34.

DON'T WAIT until the last moment before giving your advertising contract.

You can just as easily decide the matter now as later. It will pay you to do it now.

GOOD WORK takes time. It will pay you to give the time and get BEST WORK.

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS.
PHILADELPHIA.

NEW YORK, Jan. 18th, 1890.

*Mr. Cyrus H. K. Curtis, Publisher of Ladies' Home Journal,
Philadelphia, Pa.*

DEAR SIR:—

In reply to yours of the 17th inst., we take pleasure in condensing our opinion of the "LADIES' HOME JOURNAL" as an advertising medium, contained in ours of Dec. 20th, to you, and which it also pleases us to state was entirely unsolicited, viz:

We consider the "Ladies Home Journal," of Philadelphia, one of the best and cheapest advertising mediums of which we have any knowledge.

Yours very truly,

JAS. PYLE & SONS.

We don't like to use our customers as bait, but the temptation to do so is strong when an unsolicited endorsement of the JOURNAL comes to us from a house so well and favorably known as Jas. Pyle & Sons, a firm spending hundreds of thousands of dollars annually, and ranking as one of the largest advertising concerns of the world.

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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THE NEW YORK DAILIES.

New York, the first city in point of population on this continent, is also the leading city in the journalistic as well as the advertising field. Numerous weekly and monthly papers circulating all over the country are published here, and in the big office buildings in the neighborhood of "Newspaper Row" are the representatives of hundreds of out-of-town papers. In short, the number of persons in New York who are making their living out of the newspaper business, in its varying branches, is almost incalculable.

In considering the newspaper field at the metropolis, the dailies naturally come first. They are strong, influential, backed by ample capital, and fully worthy of the city in which they are published. To the advertiser who is making up his list of mediums they form a most important item. The New York daily papers circulate not merely among the enormous number of people living in New York, its sister city of Brooklyn and its various suburbs, but they are bought and read far to the East, West and South. In Philadelphia, for example, a special newspaper train gets the New York papers in town in time to be delivered at residences with the regular Philadelphia morning papers. In fact, it is a matter of remark among advertisers sometimes how large a proportion of answers to an advertisement in a New York daily comes from out of town.

When the advertiser comes to select the dailies in New York City, whose columns he proposes to use, he is not infrequently surprised at their number. He finds that there are some thirty-five newspapers published every day, without even counting morning and evening editions, as separate. There are, of course, some of these papers whose use will be out of the question at the start, owing to their peculiar character; but in narrowing the list down to

the smallest limit, it will be necessary to weigh carefully their respective circulations as in proportion to their rates and character. It is in dealing with just such problems as these that the advertising agent, by reason of his long experience, is enabled to render the advertiser valuable and effective service. The rates of some of the New York dailies, as compared with the others, are out of all proportion to their circulation or advertising value. These points it is necessary should be known by the man who would make advertising pay.

The characteristic features of the New York papers are so familiar to the public generally that it will not be necessary to give a recapitulation of them here. Advertisers, however, will be interested in learning the advertising rates of the different papers, and the list which is subjoined, and which has been carefully compiled by Geo. P. Rowell & Co's Newspaper Advertising Bureau, gives this information regarding most of the leading dailies. Most of them have special rates for classified advertisements which are not included in the following table:

WORLD—30 cents per line, each insertion (Sunday, 35 cents); fifth and eighth pages, 35 cents (Sunday, 45 cents); second, third, sixth and seventh pages, Sunday only, 40 cents; all display larger than agate, and double column, double price. Preferred positions, 10 cents a line extra. Business notices, 60 cents; special notices, 60 cents; items, \$1.00; financial notices after financial article, \$1.50; reading notices, \$1.50 to \$2.50; Sunday, \$1.50 to \$3.00.

EVENING WORLD—30 cents per line, each insertion; special notices, 50 cents; business notices, 50 cents; reading notices, inside page, \$1.00; fourth page, \$1.25; first page, \$1.50.

SUN—40 cents per line, each insertion; all display, larger than agate and double column, double price; special notices, after marriages and deaths, 50 cents; business notices, before marriages and deaths, 75 cents; financial, after money article, 75 cents; reading notices, third page, \$1.50; reading notices, first or second page, \$2.50.

EVENING SUN—30 cents per line, each insertion; special notices, 40 cents; business notices, 50 cents; financial, after money arti-

cle, 50 cents; reading notices, third page, \$1; first or second page, \$1.50.

TIMES—25 cents per line, each insertion; eighth page, 35 cents; all display larger than agate, and double column, double price; special notices, 40 cents; business notices, 60 cents; city items, 75 cents; financial, after money article, 75 cents; reading notices, \$1.00 and \$2.00.

TRIBUNE—30 cents per line, each insertion; eighth page, 40 cents; all display larger than agate, and double column, double price; fifth page, special notices, 40 cents; business notices, fourth page, 60 cents; item (announcement) 60 cents; agate notices, before marriages and deaths, or on second page, \$1.00; nonpareil notices, before markets, agate space, \$2.00.

HERALD—45 cents per line, each insertion; eighth page, 50 cents; combination letters, 50 per cent. extra; words displayed in capital letters in a solid advertisement, counted double; business announcements, 80 cents.

PRESS—25 cents per line, each insertion; financial advertisements, 30 cents; special notices, 35 cents; reading notices, inside pages, 50 cents; first page, \$1.50.

MORNING JOURNAL—35 cents per line, each insertion; business notices, 50 cents; special notices, 50 cents; reading notices, 75 cents to \$1.50.

JOURNAL OF COMMERCE—20 cents per line, each insertion; double column, 25 per cent. extra; electrolyte cuts, 30 cents; special notices, 50 cents. Discount for payment in advance.

STAR—25 cents per line, each insertion; reading notices, inside pages, 75 cents; first page, \$1.00.

COMMERCIAL ADVERTISER—15 cents per line, each insertion; last page, 30 cents; editorial page, 30 cents; financial advertisements, dividend, election and special notices, 20 cents; double column and special positions, 50 per cent. extra; local items, 30 cents; reading notices, inside pages, 50 cents; last page, 75 cents; first page, \$1.00.

EVENING POST—15 cents per line, each insertion; page opposite editorials and last page, 20 cents; fourth or editorial page, 30 cents; first page, 40 cents; financial advertisements, dividend, election and special notices, 30 cents; double rates for cuts and double column or preferred position; reading notices, inside pages, 50 cents; last page, \$1.00; first page, \$1.50.

EVENING TELEGRAM—20 cents per line, each insertion; fourth page, 25 cents; business notices and communications, 30 cents; reading notices, inside pages, \$1.00; first page, \$2.00.

MAIL AND EXPRESS—20 cents per line, each insertion; last page, 25 cents; first page, 40 cents; cuts on first page, double price; double column, and preferred position, 50 per cent. extra; special notices, 30 cents; reading notices, inside pages, 80 cents; last page, \$1.00; first page, \$1.50.

NEWS—30 cents per line, each insertion; general advertisements by the month, \$6.50 per line; business notices, 35 cents; special notices, third page, 40 cents, fourth page, 60 cents; local topics, 60 cents; reading notices, first or second page, \$1.00.

COURRIER DES ETATS UNIS—12 cents per line, minion, each insertion; daily one week 60 cents, two weeks 70 cents, one month \$1.25, three months \$3.00, six months \$5.00, one year \$9.00; special notices, 25 cents; reading notices, 50 cents.

STAATS ZEITUNG—15 cents per line, nonpareil, one time; one week, 40 cents; three months, \$4.80; six months, \$8.00; twelve

months, \$15.00 (Sunday, 15 cents each insertion); fifth or eighth pages, 20 cents each insertion daily and Sunday; displayed advertisements, 50 per cent. additional; cuts and large type, double rates of display; double column, \$1.00 per line across; double column, containing cut or cut type, \$1.50 per line across; special notices, 30 cents; business notices, 40 cents; reading notices, 5th or 8th pages, \$1.00.

ON WRITING ADVERTISEMENTS.

Write your advertisement without any thought of saving words—just as you would write a letter. Then go over it and mark out superfluous words and cut out statements which you then see will not interest the reader. Then mentally place yourself in the position of a customer, as though your interests were outside of the counter rather than behind it, and consider how the advertisement would appear to you. Look carefully to see whether you have not written in too technical a vein, as a result of knowing all about goods of which your customer has but a superficial knowledge. Analyze the matter thoroughly and see if you have really written for the reader anything more than that you deal in shoes. Have you offered him an attraction in price or novelty? If you have not, you had better try again; you have simply copied your competitor. If the advertisement seems satisfactory, it is a good plan to lay it aside for a day or two, for when you again take it up the wording may not seem as attractive. For you must not overlook the fact that you are to pay good money for that advertising, and that the expenditure of that money is entitled to as careful consideration as is the matter of clerk hire, rent, the accuracy of your freight bill, or any other detail of your business. The difference between efficient advertising and that which is not is the difference between giving money away and making a profit (on the amount spent for the advertisement), which even the pawnbroker does not get. Careless advertising is costly at any price.—*Allston C. Ladd.*

THE Skandinavian newspapers in this country outnumber the French more than two to one. There are 46 French and over 100 Skandinavian. Minnesota leads off with 24 of them, but is closely followed by Illinois with 23 more; 15 are issued from Minneapolis, and 21 from Chicago. Two are credited with more than 25,000 circulation, and 19 with more than 5,000.

CHICAGO NEWSPAPERS.

To a New Yorker the names of the Chicago newspapers seem very familiar. He finds a *Tribune*, *Times*, *Herald*, *Sun*, *News*, *Staats-Zeitung* and an *Evening Post*. Chicago is prepared to dispute with Philadelphia and Brooklyn the position of second city in America. Its citizens proudly assert that before many more years it will be accorded the first place. The growth of New York must all be at one end. Chicago, however, may grow in three directions. Chicago already issues more daily newspapers than Brooklyn and Philadelphia together, and for that matter it prints more papers of all sorts than the other two cities combined. It is well known that the total number of newspapers in Illinois is now greater than in any other State except New York.

The leading daily newspapers of Chicago are as large, as well edited, as enterprising, and a great deal better printed than those of New York. The *Chicago Tribune* conspicuously announces itself as the leading newspaper of America. Its circulation is larger than that of the New York paper of the same name, and its annual profits are very much greater. The circulation of the *Chicago Herald* is not much, if it is any, smaller than that of the New York *Herald*. Although the New York *News* claims the largest edition in all America, it is not doubted that the *Chicago News* has a greater circulation, is beyond comparison in quality of contents, and is a very much more profitable concern. The *Staats-Zeitung*, of Chicago, though second in importance to the New York paper of the same name, is a great establishment, and is one of the only about a dozen American dailies that divide more than \$100,000 annual profits. The *Chicago Post*, although in its first year, already has as large a sale as the New York *Evening Post*, while the *Chicago Journal* prints twice as many copies as the New York *Commercial Advertiser*, and seems to be as respectable as that paper and the *Mail and Express* boiled down together.

The Sunday editions of the *Chicago Herald*, *Tribune*, *Times* and *Inter Ocean* are as bulky as the New York Sunday papers—are a great deal better printed and folded, and quite as much crowded with advertisements. The good quality of the press work of the

Chicago papers is most noticeable. It is said that to James W. Scott, of the *Herald*, is due much credit for this important feature of excellence. The *Chicago Herald* is, without doubt, the best-printed daily in the United States. This fact is the more noteworthy when it is considered that its issue is of the very largest. The issue of the Sunday *Herald* is probably greater than that of any other Sunday paper west of New York. There are those who assert that the *Herald* is the best all-around newspaper; the *Tribune* is the most profitable; the *News* has the largest daily circulation, and the *Inter Ocean* has the largest circulating weekly. If an unprejudiced person, competent to pronounce judgment, should examine the Chicago and New York dailies for the purpose of instituting a comparison, it is not at all certain that the decision might not be in favor of those of the younger city. In the way of weekly papers, it may be noted that the *Chicago Advance* has a wider circulation than any other organ of the Congregational Church published West of Boston; the *Christian Worker* has a larger list of subscribers than any other journal issued in the interests of the Society of Friends; the *Interior* has a subscription list that exceeds that of any other Presbyterian weekly. The *Svenska Tribunen*, in the Swedish language, issues more than twenty-five thousand copies. Of class journals, those devoted to the lumber trade and to photography have larger issues than any similar publications issued elsewhere.

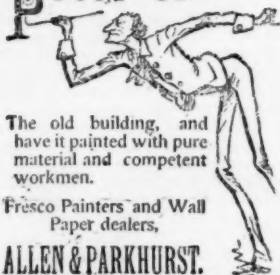
“BRING your feet with you and have them fitted to a pair of our common-sense shoes,” is the way a Pittsburg dealer advertises. It is a good phrase and one which attracts attention. The man who succeeds in advertising in such a way that people read his advertisement is the one who draws trade to his store as sure as a magnet draws a needle to itself. Study up quaint, pithy or witty phrases to head your advertisements, and be not too modest in the space they occupy.—*Brockton Shoe*.

THERE are but nine papers devoted to Woman's Suffrage now published in this country, and of these the only one accorded as much as 4,000 circulation is the *Woman's Journal*, of Boston. The *Woman's Exponent* is issued in Salt Lake City.

SAMPLE ADVERTISEMENTS.

There are points about all of the advertisements reproduced on this page which render them worthy of being brought before the readers of PRINTERS' INK. Each has some idea either good or novel:

PUTTY UP



The old building, and have it painted with pure material and competent workmen.

Fresco Painters and Wall Paper dealers,

ALLEN & PARKHURST.

NEW WALL PAPERS SEVEN CENTS A ROLL,

WM. H. PRENTICE,

Successor to

M. H. BIRGE, SONS & CO.,

250 Main Street.



TRY OUR CLEAN TOWEL SUPPLY



in your store or office. We furnish all towels; also mirror, comb and brush.

TOLEDO
LAUNDRY CO.,

222 Summit St.

Phone 253.

FOR

Sore Throat
Lameness
Sore Eyes
Soreness
Cataract
Bruises
Burns
Cuts
Piles
Female
Complaints
Rheumatism

AND ALL

Inflammation

USE
BOND'S
EXTRACT

ONE KIND OF ADVERTISING AGENTS.

You have, no doubt, at some time been approached by an advertising solicitor, or so-called agent, whose place of business is carried in his hat, whose knowledge of the subject is a mere delusion—and certainly a snare to those who trust in him—and whose facilities for properly conducting an agency exists entirely in his cheek, but who manages to offer many alluring inducements to you, prominent among which are his valuable (?) services in the placing of your advertising for a commission of 2 1-2 per cent. on the net prices paid by him to publishers. But here is just the point: this individual, however, invariably neglects to explain to you that, while he is perfectly willing to give his time for so small a remuneration, some thoroughly equipped agency, whose heavy expenses would not permit of their competing with him in the matter of the division of commissions, are often able to place business in the papers at a figure from 10 to 50 per cent. below his net prices. Such an agency must possess all the facilities for the successful handling of advertising, consisting of complete files of all papers, a large corps of checkers to see that your advertisement gets the requisite number of insertions in the proper position in each paper, estimate and order clerks to look after the placing of the business, men to design your cuts, write and set up your advertisement—all of which are experts in their particular line—thus saving you much trouble. Another class of agents will vie with each other to see which can secure your order; in this competition some one probably more thoroughly versed in the art of trickery than the rest, or possibly less honest in purpose, will name a very low price, and as a consequence secure the contract; but what does this contract mean? Absolutely nothing, except that if it is ever completed you will have paid more than a just price for the advertising. Why so? Because any one possessing common sense will not enter into a contract to supply a commodity on which there is no recognized market value without stipulating a price sufficiently high to protect themselves against any possible loss, and in this case the advertiser must certainly get the worst end of the bargain. Agents who have pinched

themselves in thus quoting at random invariably hedge on the space and the number of insertions, or else go to the advertisers and beg out of the contract—a matter very easy to do in the case of the agent being financially irresponsible. There are a few cases, however, where agents who had their reputation and capital at stake have carried through contracts on which they were at considerable loss; but such cases are very rare indeed.

SMALL MATTERS.

Advertisers cannot take too much care in the typographical setting of their announcements. Sometimes a trifling alteration, the substitution of a slightly different style of type, or the re-arrangement of a head-line, will tell perceptibly upon the general appearance of the advertisement and the results to the advertiser.

The Question, "Is Marriage a Failure," Settled at Last.

The two lines above show the arrangement of a heading of an advertisement sent to the *Ladies' Home Journal*. Upon the suggestion of the publisher, Mr. Cyrus H. K. Curtis, it was changed to read as follows:

The Question "Is Marriage a Failure?" Settled at Last

In making this alteration, Mr. Curtis writes: "It may be a small matter, but in my opinion the success or failure of an advertisement oftentimes depends upon just such small matters." And just here the question arises, do advertisers in general bestow as much attention as they ought upon these "small matters"?

ADVERTISING is often a matter of faith. Many advertisers are unable to trace results from their advertisements direct to any medium, owing to the general sale of the article advertised, and so rely upon their faith in certain mediums. Many times they are correct in their surmises, but often they err. Those who can trace direct returns know best the mediums which pay to advertise in.—*The Ladies' World*.

NEWSPAPER ADVERTISING.

E. R. Hull & Co. are successful dealers in ready-made clothing in the city of Cleveland, and Mr. J. C. McWatters is the resident partner and manager. Any one who enters this large and well-ordered establishment perceives in a moment that brains as well as capital are called into requisition in the conduct of its affairs. One of the plans adopted to secure effective co-operation on the part of the numerous employees is the annual distribution among them of a portion of the profits. On one of the pleasant occasions when the distribution had been such as to indicate the substantial success of the concern, the happy idea suggested itself to Mr. McWatters that among so many intelligent persons a monthly meeting for discussion of questions having a bearing upon the successful conduct of a business would result in benefit to all concerned. Thus came about the establishment of E. R. Hull & Co's Literary Society.

At the meeting of this society are discussed from time to time topics interesting to clothing salesmen and the conduct of a great retail business. At former meetings such subjects as "How to be Valuable as a Salesman" and "Intemperance; Its Influences and Effects Upon Salesmen," were discussed in all their various phases by the half hundred or more employees who are active members.

At the meeting held on the evening of Tuesday, May 13, the topic for debate was, "Are Newspapers the Best Medium for Advertising the Clothing Business?" and the opening address was delivered by Mr. J. C. McWatters. The fact that Mr. McWatters has for many years given his personal attention to the advertising of his house, thus gaining an experience of the subject that few possess in such degree, renders his remarks particularly valuable. His address is given in full below:

"Are newspapers the best medium for advertising the clothing business?" We emphatically say yes; and the reasons are so obvious that we fail to see wherein the negative side will have a ghost of a show to make a single point. The newspapers are the best medium for advertising the clothing business because of their universal and repeating circulation. With religious regularity they reach the homes of our humblest and most affluent citizens. We said universal circulation—and we do not choose to modify it one iota, or, tell me, if you please, is there a hamlet, a palace, in all this glorious country, where here is not read during the week some

kind of a newspaper? We do not claim that in all cases a newspaper is regularly subscribed to and paid for, but we do maintain that a newspaper is read by some member of the family every week more or less, even if it has to be borrowed from a neighbor; hence the superiority of newspaper advertising must be at once evident. But you will say, in support of your pesky "dodgers," that people do not read newspaper advertisements. Here is where you deliberately falsify, or else you are talking about something you know nothing about. The public do read advertisements. You of the opposition read them, but you won't at this time admit it. You unconsciously read them if not otherwise. Your eye glances at an attractive advertisement and you get an impression of the subject matter. The particular advertisement in today's paper impresses you no further, but I'll wager that if your needs at the time required any article there enumerated your closest attention would be riveted to that particular spot in the paper, and you would read every syllable of that advertisement.

People's ideas, wants and circumstances are so dissimilar that we might advertise the same item 365 days in the year and each day be advertising the article that especially interested a certain number of people. Wants manifest themselves—people do not have to create them; hence this very advertisement, unheeded by Mr. A., B. or C. last week or last month, is of vital interest to him this week, and he scans it as closely as any other item of news; in fact it is news to him. And this proves the advantage and efficiency of constant and persistent advertising, which cannot be done profitably except through the medium of newspapers.

You say we merely assume that advertisements are read—that we cannot prove it. My dear sirs, in our experience we have had oral and written testimony from thousands upon thousands who came or wrote in response to our announcements stating they had read our advertisement in certain newspapers. In substantiation of which, and lest you doubt my statement, permit me to give you ocular demonstration by calling your attention to the letter I now hold in my hand, written upon the letter head of a banking institution in one of our interior towns, and dated April 26, a recent date, you'll observe:

"E. R. Hull & Co.—Gentlemen: Please send me six spring overcoats, the kind you advertise in Thursday's *Plain Dealer*."

How do you like that kind of testimony? That's right from the shoulder. How many millions of dodgers and picture cards would we have to print and circulate before we managed to place one in the hand of this bank representative in a distant town? And this is only one of hundreds of letters of similar nature we receive yearly, not only from Ohio citizens but from almost every State and Territory in the Union. Scores of these come from Florida, Tennessee and Dakota, and nearly all in response to newspaper advertisements.

Advertising in newspapers is something like courtship and marriage. The lover sees only the superficial charms in the maiden, and thinks he is happy. The new advertiser hears from his last week's announcement and congratulates himself that the money was well spent. The lover is married, and only after years of housekeeping does he fully appreciate the superlative worth of the maiden as wife; only now does the genuine happiness begin. The veteran advertiser is no longer experimenting or basking in the sunshine of hope; he has proven to his utmost satisfaction there's merit

in it; he has had the most substantial proof of it by the constantly increasing mail orders and from the thousands who have voluntarily testified in his presence that they came in response to his invitations through the newspapers.

You ask, cannot a large business be done without any advertising? Most assuredly, but not in so short a time. How obscure would many of our popular men and women be today, particularly those who enjoy popularity suddenly, if it were not for the newspapers. How do you and I know of these celebrities who never visit our locality? The newspapers herald, advertise, make known their fame, and by constantly reading of their talents we became acquainted with their particular accomplishments and discuss them just the same as though we had known them all our lives. And just so it is in the matter of constantly advertising one's business in the newspapers. The public become acquainted with you. In the home circle you and your business are talked about, and frequently by people who have never seen you or been inside your store. When the time comes that these very people need an article in your line they instinctively point for your establishment, and now's the time they want to prove the truth of what they have so many times read. All now depends upon the integrity of the merchant whether he adds to the list of his regular patrons or sends them away disgusted with his misstatements.

To be profitable, advertising of whatever kind must be backed up by facts and every promise carried out with earnest fidelity, else all the newspapers and all other methods he may employ will not avail in building up a dishonest merchant's business. We assume, therefore, that when you advertise "what you'll do, you'll do as you advertise," otherwise you might just as well throw so much money in the fire. Newspapers do not contract with a merchant to sell for him certain articles or lots of merchandise, but simply to advertise—"to make known"—to their readers that you say over your signature that you have this certain article or stuff for sale at certain prices. If you make false statements the newspapers are not to blame that the public, after being misled a few times, take no further stock in your announcements. You simply are at fault and you are self-convinced that you "cannot fool all the people all the time."

You may say if E. R. Hull & Co. like newspaper advertising so much, why do they do any other? The easiest question you could have asked. There are times and occasions when other kinds of advertising are good, but no other kind that is good all the time.

Referring to the man who does not advertise. We say, yes, he can do a successful business, and he's not entitled to any special credit either; like the large advertiser, his business methods must be straightforward; honesty must permeate all his dealings else he cannot be a merchant prince any more than can his competitor who advertises liberally; but the integrity of both being unimpeachable, the man who advertises will build his business up to colossal proportions before the other one becomes well started. You can see why, can't you? Because the customers of the one man are his only advertisers, hence his resources for the dissemination of news about his merchandise and upright methods are as the rivulet compared to the great Niagara; consequently our claim, we think, is fully substantiated that the newspapers are the best medium to advertise the clothing or any other business.

A PUNNING ADVERTISEMENT.

We reproduce herewith one of the famous Rogers, Peet & Co. cuts which appeared in the New York dailies in connection with an advertisement of children's clothes:



Underneath this striking illustration appeared the following explanatory note: "The picture-maker, when asked to elucidate this illustration, explained that the small chappie is so excited at the prospect of wearing trousers that his breath comes in short pants. Oh! oh! oh!"

To treat the advertising agents and general advertisers fairly, a paper should make its rates as low as it can afford to and leave a fair profit on its average annual business. Having once established its rates, there should be no deviation, and no commission should be allowed except to regularly established and responsible advertising agencies, of which, by the way, there are but very few in this country.—*L. L. Morgan, of the New Haven (Conn.) Register.*

Of course there's money in printers' ink, but the man who makes the most intelligent use of it gets the most money out of it. It does not pay to advertise something you have not got, or anything you cannot do and do well. The man who advertises a fraud must have a "good" fraud, and he who advertises bargains in goods must be prepared to satisfy his customers. Any advertiser should undertake to present some sort of a claim for patronage.—*E.x.*

THE COUNTRY EDITOR TALKS.

"What some of your funny men on metropolitan newspapers would do, without the country editor to crack a joke on occasionally, when their think tanks have run dry, I do not know," said the proprietor, editor, dramatic critic, news reporter, business manager and foreman of the composing room of a thriving weekly sheet published in one of the towns adjoining New York, while he was on a visit to the city the other day. "When we are thinking of the famous city newspapers and of the vast influence they exert, we are apt to underestimate the important place occupied by the country newspapers. More people read them than you would suppose. Right here in your city I have seen busy men, men of affairs, leading politicians, millionaire merchants and railway magnates, receive their mail in the busiest hours of the day, and stop two or three minutes to pick out, unfold and glance over the columns of the little newspapers published in their native towns. Every name there is familiar to them. Everything that goes on in those little hamlets interests them. Then the rush of business sweeps along again and the little paper is thrust into an inside pocket, to be read from head-line to the last advertisement at the first half-hour of leisure.

"Then the residents of the country towns want their local papers for other reasons. It is true that many a country editor fills his sheet with such items as: 'Postmaster Stickem has shaved off his goatee,' and wonders that his paper is despised and neglected, when all the time several thousand people would be glad to see something really valuable from his pen. But if a man with brains takes hold of it his personality is soon felt, recognized and welcomed. The field does not seem, on the surface, to be an inviting one, and for that reason many a bright young newspaper man is swallowed up, unknown, in the big cities, who might be a shining light in a smaller community. Naturally when an ambitious young fellow leaves college to enter the ranks of newspaper workers he seeks a connection with one of the mighty papers of the land. He feels the power within him which will speedily set all wrongs right and open the eyes of all men to their best interests. It does not take long to get all this knocked out of him, and unless he possesses unusual ability, not only above, but far above, the average, he soon acquires the habit of regarding newspaper work as a mere means of earning so many dollars a week.

"He sees that he is doomed to obscurity in the city—that he is a mere part of the machine. He helps to turn out an admirable paper, it is true, but no credit comes to him for it. So he frets or he submits. If he frets, there is hope for him in the country. Let him take hold in a town of 5,000 people, say. If he has capital to start a paper for himself, so much the better. If not, let him do some good work on the paper already established there and it will be quickly recognized. Let him make acquaintances, with discretion. It will not be necessary for him to hang around the liquor stores discussing with every idler about the tariff. When he is able to make a close estimate of what it will cost him to establish a paper, and can argue his case in a convincing way, let him approach some man with money, or who can control money, and who can be inspired with confidence in the would-be editor's plans.

"Then, when he is started, let him take pains to find out what the people are thinking and talking about, and beat that other fellow who is covering the same field for some city

daily. People in the country have minds, just as well as those living in the city, and the live, breezy, newsy country journals exceed in circulation the dull ones, just as they do in the city. If a man has individuality, here he can let it run. His job office in many instances pays him better than his paper, anyway, and he can live in comparative affluence, with the consciousness of being his own master, able to say to the public, over his own signature, just what his ideas are on all current topics. There's a good deal in that, too, for most Americans.

"Many and many a country newspaper gives cause for wonder why people ever read it and why anybody wants to publish it. But offer to buy out its editor, and you will be thunderstruck at the price he will refuse for it. The position is a fascinating one. He is looked to by a large part of the community as a leader in all movements—religious, political or social. He is frequently a power in more than mere local affairs, and for a man with political aspirations there are few better callings in which to start.

"Men who have struck a peculiar vein of literary work for which they know a country newspaper has no room, need not be debarred from pursuing it in the country. If a man can write anything worth reading, there is always some publication willing to pay for it. He need not rust.

"Of course it is perfectly natural for a steamship captain to prefer the command of a record-smasher to that of a safer, slower, but probably more profitable ship; for an engineer to prefer an express engine to a freight locomotive; and for a young newspaper man to hanker after the control of a *New York Tribune* or a *Sun*, rather than a country weekly. But what is the use of hankering after impossibilities? Why not accept the lesser good which awaits reasonable effort and ability?

"A bright, newsy weekly, with a paid-up circulation of 5,000, and a proportionate amount of cash advertisements, with a small job office, will give a man \$2,500 a year clear (worth \$4,000 in the city), with plenty of time to read, improve his mind, keep abreast of the times, and maintain his social affiliations, and will assure him about 10,000 readers, on whom, if he has brains (and if not, for heaven's sake let him keep out of newspaper work of any kind), he may exercise a potent influence. This is a wide enough field for the average man to cultivate, I take it. I find it wide enough for me."—*New York Tribune*.



JUST IMPORTED FROM EUROPE.
 Complete Sets of beautiful Pictures, wonderfully executed in finest colors by German artists. Entire novelty; send only 25c. silver or stamps. European Specialty Co., P. O. Box 929, Montreal, P. Q.

WE are permitted to make the following extract from a letter just received by a Chicago friend from Mrs. Elia W. Peattie, associate editor of the *Omaha Herald*: "I am no longer a common reporter. I sit in the editorial chair and write about everything, from the Oklahoma bill down to the local political steals. Then when big, blustering men puff up our three flights of rickety stairs and thunder 'Who wrote that piece in this morning's paper?' I answer, smilingly, 'I did.' John L. Sullivan himself could not end the matter quicker. What are they to do with a woman that weighs only ninety-five pounds and smiles like an angel? Nothing, obviously."—*Western Newwoman*.

COMMENDATIONS.

SALEM, Mass., May 26, 1890.

Editor of PRINTERS' INK:

We are greatly pleased with returns from our five-line advertisement in May 7th issue of PRINTERS' INK. Have sold seventy of our twenty-five cent fountain pens up to date.
* * * P. L. CALLAHAN,

SIMON P. SEAWELL,
Commercial and Job Printer,
BENSALEM, N. C., May 23, 1890.

Editor of PRINTERS' INK:

I receive PRINTERS' INK regularly and think it is splendid. * * * S. P. SEAWELL.

A SENSIBLE NEWSPAPER.

Last week PRINTERS' INK, that enterprising and unique little publication that tells all about advertising, refers to a Cleveland advertiser who says he always leads but never follows his competitors. PRINTERS' INK says such a maxim is all wrong for a successful career. A sensible man will follow the lead of others when he can and when such following will conduce to his own profit and advancement. That is all the apology the *Star* offers in presenting to the public its base-ball extra each night, which example may be said to have been set us by the *Press*. We would have begun this extra ere this if it had been possible to get the returns from the telegraph companies, and it is only after some weeks of negotiation that this has been brought about.—*Cleveland (O.) Star*.

In no department of the modern newspaper has there been greater and more marked improvements shown than in the field of advertising. There is a greater display of taste and literary style in the composition, and an evident effort is made to appeal to the intelligence and refinement of the reader. This is seen not only in the advertisements of the large mercantile establishments where trained skill is employed, but as well in the three-line advertisement which is written by the advertiser himself, and which, in terseness and directness of style, can lay claim to great literary merit. The development of advertising may yet lead to the establishment of special courses of training in business colleges. Already nearly \$25,000,000 are spent annually in the United States in newspaper advertising, every dollar of which, if used judiciously, has returned a large interest to the investor.—*Philadelphia Press*.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FARMER'S CALL, Quincy, Ill.

THE CHICAGO EVENING POST.

KELGUM "TAPE IS THE BEST.

SELIGMAN SUNBEAM, S.W. Mo. & N.W. Ark.

THE ARGONAUT goes into all the well-to-do families of the Pacific Coast.

THE NASHVILLE BANNER—The best advertising medium for Tennessee.

THE COMMERCIAL ADVERTISER, New York. Evening Daily. \$6.00 per annum.

DAILY & WEEKLY, EVANSVILLE DEMOCRAT, largest circ'n in Southern Indiana.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State.

THE COMMERCIAL ADVERTISER, New York. Advertising rates lowest. Results highest.

THE COMMERCIAL ADVERTISER, New York. Circulation second to none of the afternoon papers.

THE ARGONAUT is the only High Class Political and Literary Weekly published on the Pacific Coast.

COLORADO EXCHANGE JOURNAL is the monarch of Western industrial weeklies. \$3.00 per year. Denver.

THE ARGONAUT has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies.

SAN FRANCISCO CALL, the best morning newspaper in California. Unequalled in circulation, character and influence.

SUNDAY AND HIGH-CLASS WEEKLIES and trade papers, mail copy and rates to ADVERTISER, Box 579, Ware, Mass.

ALL Standard Directories rightly credit THE NASHVILLE BANNER with the largest circulation of any Tennessee daily.

SAN FRANCISCO BULLETIN—estab. 1855—is the leading evening newspaper of California in circulation and influence. Try it.

SALT LAKE TRIBUNE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper in Utah.

THOUSANDS of single-stamped copies of THE ARGONAUT pass through the San Francisco post-office every week, remailed by subscribers.

TORONTO GLOBE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily in the Province of Ontario.

PAPER DEALERS—M. Plummer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

THE DENVER REPUBLICAN, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper in Colorado.

THE most complete and valuable DIRECTORY of the DRUG TRADE will soon be issued by D. O. HAYNES & CO., DETROIT. Sample pages on application.

TIMES, Hartford, according to the American Newspaper Directory for 1890, and by general consent, has the largest circulation of any daily in Connecticut.

10,000 BANKERS, Merchants and Capitalists of N. E. reached by an advt. in THE BANKER AND TRADESMAN, Boston. Send for rates.

TRADE-MARKS, Labels, Advertising Devices (all kinds), designed, improved, advised about and patented. CHARLES F. BENJAMIN, Washington, D. C.

INTERIOR, Chicago, according to the American Newspaper Directory for 1890, has a larger circulation than any other Presbyterian weekly in all America.

DALLAS NEWS and GALVESTON NEWS, according to the American Newspaper Directory for 1890, have the largest circulation of any daily papers in Texas.

WE WILL insert 2 lines 1 week in 130 newspapers for \$15.00. Send for catalogue; address NEW YORK NEWSPAPER UNION, 151 Leonard St., New York.

ATLANTA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily newspaper issued in the State of Georgia.

THE LORD & THOMAS Religious Newspaper combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PEORIA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Illinois, outside of the City of Chicago.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. F. ROWELL & CO., New York.

MUSCATINE, IOWA.—15,000 wide-awake people, building new \$150,000 high bridge. Rowell & Co. recommend **THE JOURNAL**, 50 years old, as best Daily and best Weekly.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. **THE PRESS ENGRAVING CO.**, 88 and 90 Centre St., N. Y.

WHEREWITHAL CO'S, Broad and Chestnut Sts., Philadelphia, Pa. "WHEREWITHAL"—Two-page Book, seven words, and no more surface Education. Price \$1.

THE KANSAS FARMER, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1890. Ask for sample.

THE SUNDAY EDITION OF THE BALTIMORE AMERICAN, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

THE NASHVILLE BANNER takes the Associated and United Press dispatches, and circulates every day 7,500 daily papers in middle Tennessee, and 5,000 weeklies every week.

BUFFALO TIMES, according to the American Newspaper Directory for 1890, has a circulation which is exceeded by but one other paper in the State, outside the City of New York.

PORTLAND OREGONIAN, according to the American Newspaper Directory for 1890 has the largest circulation of any Daily paper published west of St. Paul and north of San Francisco.

NATIONAL TRIBUNE is the only paper published at Washington, D. C. to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

OMAHA BEE, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

BELLAIRE, OHIO.—**THE TRIBUNE**, Daily and Semi-Weekly, is the paper named in Geo. F. Rowell & Co's list of newspapers that give advertisers the most for the money, for Bellaire, Ohio. Try it.

JACKSONVILLE TIMES UNION, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

THE BOWLING GREEN TIMES-GAZETTE, weekly edition, has the largest circulation of any paper published in Kentucky outside of Louisville, according to the American Newspaper Directory for 1890.

MEDICAL BRIEF: a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

THE NEW YORK LEDGER is one of the 35 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

BUFFALO EVENING NEWS, according to the American Newspaper Directory for 1890, has a greater circulation than any other Daily in the State outside of the City of New York, not excepting Brooklyn.

INDIANA FARMER, published at Indianapolis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural weekly issued in the State of Indiana.

CHRISTIAN STANDARD, Cincinnati, weekly, according to Am. Newspaper Directory the leading Christian newspaper and one of the several religious papers exceeding 25,000. Try it. Always full of business.

ST. PAUL GLOBE, Sunday edition, is the only Sunday paper in the State of Minnesota that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue.

WEST SHORE: Portland, is the only paper in Oregon that is rated by the American Newspaper Directory for 1890, as having a circulation of more than 25,000 copies each issue. It is beautifully illustrated.

ACCORDING to the American Newspaper Directory for 1890, **HOME AND COUNTRY**, a monthly Veteran's friend and literary paper at N. Y. City, has the largest circulation of any of its class. Make a note of this.

THE NEW YORK SUNDAY MERCURY is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE CENTURY MAGAZINE, New York, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

THE weekly edition of the TOLEDO BLADE is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

CHARLESTON, S. C. THE NEWS AND COURIER has the largest Daily, Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

GROCERIES: of all the publications devoted to the Grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the **NATIONAL GROCER**, weekly, N. Y. City.

LIPPINCOTT'S MAGAZINE, Philadelphia, Pa., is one of the 35 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE NEW YORK MORNING JOURNAL is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

IF YOU WANT TO BE POSTED on Northern Colorado, and Boulder County in particular, subscribe for the **BOLDER COUNTY HERALD**. Daily, \$7.00; Weekly, \$2.00. B at advertising medium in Northern Colorado.

POSTEN, a Norwegian Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890, with having as large a circulation as any newspaper in Iowa. Actual sworn circulation over 25,000.

LONDON DAILY FREE PRESS, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto. **GEO. F. ROWELL & CO.**

THE Weekly Edition of the TORONTO MAIL, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario. The Mail, Toronto, Can.

DUBUQUE (IOWA) TELEGRAPH. Circulation—Daily, 5,000; Weekly, 10,000. Best advertising medium in Northwest. Send for rates. CHAS. E. HALL, Advertising Man'g'r.

THE price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

HOMER AND FARM, a semi-monthly, issued at Louisville, Kentucky, has, according to the American Newspaper Directory for 1891, a larger circulation than any other agricultural paper published south of the Ohio river.

THE NEWNAN (GA.) HERALD AND ADVERTISER is one of sixteen newspapers named in Geo. P. Rowell & Co's Preferred Georgia List for 1891, and of the four country weeklies included in the list, ranks them all in circulation.

LUMBER: According to the American Newspaper Directory for 1890, the **NORTHWESTERN LUMBERMAN**, a weekly Journal of 56 pages, published in Chicago, has a larger circulation than any other paper devoted to this subject.

THE SATURDAY GLOBE, a weekly newspaper, published at Utica, N. Y., is one of the 25 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

CIRCULATION 1,500,000. There were printed and circulated for 1890 the above number of **GRIER'S ALMANAC**. An Almanac calculated for the Gulf States. Space is already being spoken for 1891. Only 14 pages sold. J. W. BURKE & CO., Macon, Ga.

WASHINGTON, Pa.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE REPORTER**, Daily and Semi-Weekly, is named for Washington.

THE TOLEDO DAILY BLADE now has an average circulation of 12,000, reaching some days of each week 13,700. This is a larger circulation than all other Toledo dailies combined, and the largest circulation of any daily paper in Ohio outside of Cleveland or Cincinnati.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory, a book of 1,430 pages, price \$3. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

SOUTHERN CHRISTIAN ADVOCATE, published at Columbia, has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address CHARLES A. CALVO, Jr., Columbia, S. C.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern office, 119 Potter Building, New York. J. C. BUSH, Manager.

PORTLAND, MAINE.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE EXPRESS**, Daily, is named for Portland.

SCRANTON TRUTH.—Geo. P. Rowell & Co. publish a list of the best, most widely circulated and influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TRUTH**, Daily, is named for Scranton, Pa.

SENECA FALLS, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE COURIER**, Weekly, is named for Seneca Falls.

McKEESPORT, PA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE NEWS**, Daily, is named for McKeesport.

DU BOIS, PA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE COURIER**, Daily and Weekly, is named for Du Bois.

FLUSHING, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Flushing.

ROANOKE, VA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE HERALD**, Daily and Weekly, is named for Roanoke.

VICTORIA, Texas.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE ADVOCATE**, Weekly, is named for Victoria.

PEKIN, ILLINOIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES**, Daily and Weekly, is named for Pekin.

DAYTON, OHIO.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE HERALD**, Daily and Weekly, is named for Dayton, Ohio.

NORWALK, OHIO.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE REFLECTOR**, Daily and Weekly, is named for Norwalk.

WESTFIELD, MASSACHUSETTS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES**, Weekly, is named for Westfield.

UTICA DAILY PRESS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE PRESS**, Daily and Weekly, is named for Utica.

NEWBURGH, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE JOURNAL**, Daily and Semi-Weekly, is named for Newburgh.

GALENA, ILLINOIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE GAZETTE**, Daily and Weekly, is named for Galena.

JOHNSTOWN, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE DEMOCRAT**, Daily and Weekly, is named for Johnstown.

DULUTH, Minnesota.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE TRIBUNE**, Daily and Weekly, is named for Duluth.

NORFOLK VIRGINIA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE VIRGINIAN**, Daily and Weekly, is named for Norfolk.

WATERTOWN, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE TIMES**, Daily and Weekly, is named for Watertown.

WEYMOUTH, MASSACHUSETTS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE GAZETTE**, Weekly, is named for Weymouth.

WEATHERFORD, TEXAS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE CONSTITUTION**, Weekly, is named for Weatherford.

BEATRICE, NEB.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE EXPRESS**, Daily and Weekly, is named for Beatrice.

FALL RIVER, MASSACHUSETTS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE NEWS**, Daily and Weekly, is named for Fall River.

SPRINGFIELD, MISSOURI.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE LEADER**, Daily and Weekly, is named for Springfield.

LONG ISLAND CITY, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE STAR**, Daily and Weekly, is named for Long Island City.

BIRMINGHAM, ALA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE AGE-HERALD**, Daily and Weekly, is named for Birmingham.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

AUBURN, MAINE.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE GAZETTE**, Daily and Weekly, is named for Auburn, Maine.

DUBUQUE, IOWA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE TELEGRAPH**, Daily and Weekly, is named for Dubuque.

FOND DU LAC, WIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE COMMONWEALTH**, Daily and Weekly, is named for Fond du Lac.

GALESBURG, ILL.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE REPUBLICAN-REGISTER**, Daily and Weekly, is named for Galesburg.

NEW HAVEN, CONN.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE REGISTER**, Daily and Weekly, is named for New Haven.

COLDWATER, MICHIGAN.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE REPUBLICAN**, Semi-Weekly and Weekly, is named for Coldwater.

CLARKSVILLE, TENN.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE TOBACCO LEAF-CHRONICLE**, Daily and Semi-Weekly, is named for Clarksville.

BOOKS OF THE BIBLE ANALYZED by Pres't Schuitze (Moravian) is a most welcome premium to offer subscribers. Sample copy, 25 cts. H. T. FRIEDLAUF, Easton, Pa.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete list of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

LEWISTON JOURNAL: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the LEWISTON JOURNAL.

HARTFORD TIMES: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the HARTFORD TIMES.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

BURLINGTON FREE PRESS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Vermont the paper named on this list is the BURLINGTON FREE PRESS.

THE INDIANAPOLIS NEWS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is THE INDIANAPOLIS NEWS.

SAN FRANCISCO CHRONICLE: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of California the paper named on this list is the SAN FRANCISCO CHRONICLE.

BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. The ITEM is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

COLUMBUS, OHIO: Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list THE JOURNAL, Daily, Sunday and Weekly, is named for Columbus. Special attention is called to the Sunday edition. Only Sunday paper in city that receives Associated Press reports.

ALLEN'S LISTS. Out of twenty-seven newspapers credited with regular issues exceeding 150,000 copies, four are published in the State of Maine and are included among the publications which make up the combinations known to advertisers as Allen's Lists. The great circulation of these periodicals forces the average issue of Maine newspapers to a figure nearly 50 per cent. higher than those of any other State. According to the American Newspaper Directory for 1890 there would appear to be more than a million copies of these various low priced family magazines issued every month from the State of Maine.

WE ARE in receipt of the new catalogue issued by the London Toilet Bazar Company. Typographically, as well as from an artistic point, it reflects great credit upon the publishers. The cover is beautifully embossed with a fac-simile of the printing used on the packages of the celebrated toilet preparations. The catalogue is profusely illustrated, and, among other valuable information, contains a scientific treatise on the complexion, which deserves to be universally read. Copies can be obtained at any of the company's agencies, by direct application at the London Toilet Bazar, 35 and 40 West 23d St., New York, or it will be sent sealed to any address on receipt of 4 cents in stamps to cover postage.

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

WANTED.

GOOD PENMAN. Wanted to copy at home. Either Sex. Address, with stamp, PUBLISHING CO., 108, Gallion, Ohio.

ADVERTISING MAN, desiring change, wants position as general and office man and to take charge of advertising department; competent bookkeeper; or to take charge of business department of city paper. "W. R.," care PRINTERS' INK.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousands of newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

\$4,000 BUYS best newspaper at county seat, Missouri town. Profits in 1/4 years pays for office. Address "BARGAIN," care PRINTERS' INK.

SOUTHERN INDUSTRIAL RECORD, Atlanta, Ga.—Printing Office and job business. It is a valuable, paying property. Write for particulars and investigate.

FOR SALE.—Daily and Weekly Printing Office in Illinois, county seat. Location, outfit and business excellent. Terms satisfactory. Will trade for Western real estate. Address R. D. MAY, care Geo. P. Rowell & Co., 10 Spruce St., New York City.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and you will be sold. It is a valuable, paying property. Write for particulars and investigate.

FOR SALE.—The MARYLAND FARMER, with its plant entire, including the accumulated electrolytotypes of 27 years, office library and fixtures, an establishment for job business, etc. The oldest and most influential agricultural magazine in Maryland—issued weekly. The health of the proprietor requires the sale. Address WALWORTH & CO., Baltimore, Md.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS,

Office: No. 10 Spruce St New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; 50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, JUNE 4, 1890.

LAST week's edition of PRINTERS' INK was 30,250.

A LIVE New York bootblack, who has been made the subject of a write-up in the New York *Sun*, advertises his business in the following elegant language:

IF YOU WANT to see a room expressly furnished and adopted for lubricating and illuminating the encasements for your pedal extremities, call on

Prof. JOHNSON, 49 Cortlandt Street.

THE indiscriminate use in this country of the adjective nice is illustrated in an amusing manner by a Henderson, N. C., undertaker, who advertises in the local paper "a nice line of burial robes" and "the finest hearse east of Raleigh." He also asserts—doubtless without any intention of making a pun—that his motto is: "The very best work at the very lowest living price."

ADVERTISING a city or town as a means of increasing the value of property and "booming" local interests generally seems to be a growing practice. Among others, Salt Lake City, Utah, has made a liberal appropriation for advertising purposes. The sum of \$40,000 has been raised, a quarter of which will be spent through a newspaper advertising agency. Besides this, \$1,943 has been invested in display advertisements in the leading dailies of the Eastern cities, and a New York Sunday paper will receive \$2,000 for a full-page write-up. A Colorado town of 8,000 population has raised the sum of \$50,000 among its business men, which will be spent in advertising its special advantages.

THE Rochester (N. Y.) *Democrat and Chronicle* throws an interesting side-light upon the vexed question of whether the Sunday newspaper is in accordance with the proper observance of the Sabbath. The *Democrat and Chronicle* has been publishing a Sunday edition for eleven years, but now announces that this will be discontinued on July 6. The reason for this action is given as follows: "There has been a perceptible change in public opinion, and to-day the publishers of this paper are confronted with an unmistakable sentiment which earnestly demands more rigorous observances of the Sabbath. * * * This paper has ever been the ardent advocate of every movement which had for its object a higher standard of public morality; and in its cordial support of the Sunday-closing innovation and other needed reforms it is felt that the sphere of usefulness may be extended and its influence increased by abandoning even the appearance of inconsistency."

AN unfledged writer in the columns of an esteemed contemporary criticises as "a confidence game" a circular issued by a well-known advertising bureau which urges patrons not to tie the agent's hands by making him specify in advance just what he will accomplish for a given amount. "There is no reason," says this brilliant critic, "why advertising agents should not let their clients know what they are going to do or are doing, as well as agents in any other line, and it is all moonshine this idea of having special advantages one day which would not come up another day." If there is anything in this world that varies it is the price of newspaper space. A reputable agent has no objection to letting his client know what he is doing; but the reason that he cannot tell what he is going to do is because he does not know himself until he has tried. Advertising has often been procured for \$20 which could not have been safely promised for \$50. The general value of the opinions of the writer whose arguments have called forth this paragraph may be inferred from the following quotation: "Reputable papers do not cut rates for any one, and they are strongly opposed to the devices of unscrupulous advertising agents who are always arguing for a reduction." Col. L. L. Morgan, himself a publisher, recently said,

in addressing the Connecticut Weekly Press Association: "There is not one per cent. of the papers of this country which absolutely never vary from their rates." And Colonel Morgan spoke truly.

A NEW YORK daily offers a unique inducement to real-estate advertisers. On all advertisements of fourteen lines or over, ordered for three insertions, of houses to rent or for sale, a wood cut of the property will be furnished free of charge. This cut, the offer reads, will be about one inch in depth, such as ordinarily costs \$5. All that is required is a good photograph or pen-and-ink sketch of the property. This offer certainly appears to have some attractions for the advertiser, for when people want to buy or hire a house they desire to know what it looks like. No description, however cleverly worded, can give so satisfactory an idea of outside appearance as is conveyed by even a rough drawing.

DOESN'T LIKE BEING LEFT OUT OF THE LIST.

OFFICE OF
THE YANKEE BLADE,
POTTER & POTTER,
BOSTON, MASS., May 22, 1890.

Editor of PRINTERS' INK:

We are always very much interested in PRINTERS' INK, because of the many original ideas and sound deductions which we find in its pages. The prevailing sentiment of PRINTERS' INK, we have been glad to notice, is a liberal one—all sides being given fair play in the discussions appearing in your columns from week to week. This being true we were the more surprised to notice, in your issue of May 21, the omission of the *Yankee Blade* from "a list of papers having the largest circulation" published in Boston. Although this omission was perhaps unintentional, it yet does us injustice, inasmuch as only one of the entire list of Boston papers you name is rated in Rowell's last Annual Directory as having as much circulation as the *Yankee Blade* is credited with in the same volume, and only two of your Boston list are rated in said Directory as having more than half as much circulation as said Directory has rated the *Yankee Blade* as having. We believe we are justified in calling your attention to the omission of the *Yankee Blade* from the Boston "list of papers having the largest circulation," because your introductory wording leads the reader to assume that the papers you name are all the Boston weekly papers that have "the largest circulations," and we know that it is not your intention to convey a false impression to the readers of PRINTERS' INK regarding the relative value of the recognized advertising mediums of Boston. Please notice that we do not base the foregoing statement on our simple assertion of what the *Yankee Blade's* circulation actually is, but upon the rating given the *Yankee Blade* in Rowell's last Annual Newspaper Directory. As a matter

of fact, we have already made a claim upon the publishers of the American Newspaper Directory for the reward of \$25 which they offer for a false rating, we having given them sworn statements covering a period of over three months, and showing an average circulation of upwards of 75,000 copies of the *Yankee Blade*, which properly entitled the *Yankee Blade* to a circulation rating of upwards of 75,000, instead of "upwards of 50,000," which Rowell's last Directory gives us. As the subject we are discussing is one of importance to the advertisers of the United States, and necessarily, therefore, of importance to the readers of PRINTERS' INK, we trust, in justice to us, you will give place to this communication in your columns.

POTTER & POTTER.

Letters similar to the above have been received from the Religious Press Association, Cincinnati *Post*, Cleveland *Press*, Detroit *News* and other excellent advertising mediums. It is to be expected that in publishing such a series of lists "specially recommended to advertisers," as have been appearing in PRINTERS' INK for some weeks past, there would be no little dissatisfaction on the part of those papers not included. Such a condition of things is but natural. PRINTERS' INK has not, however, been endeavoring to please as many papers as possible, but rather to present lists which should be of actual service to advertisers. The value of these lists rests in their being select and small. There would be no difficulty in adding plenty of good papers which could be used by an advertiser to advantage. But just in proportion as the lists were allowed to extend over their proper limits so would their value to the advertiser decrease. The line *must* be drawn somewhere. As for the publishers who think they have been unjustly omitted, they should consider the lists—not singly—but as a whole. Each one is made up with a view to meeting the wants of some special class of advertisers. Those papers, which a long experience in the advertising business has led the compiler to believe are best adapted to the needs of such a particular class, have been included; all others have been omitted, however good they might be considered in some other contingency. Of course numerical circulation is not the only point taken into consideration. If the complaining publishers, therefore, will consider the lists as a whole they will find that, although their papers may not have been recommended in some particular case, they appear more or less frequently throughout the series, according to their actual merit.—[Ed. PRINTERS' INK.]

A CURIOUS TRADE MARK. VALUE OF CHANGING ADVERTISEMENTS.

Readers of the Cleveland (Ohio) newspapers have long since become familiar with the little old man who forms the curious trade mark of a local shoe store. It has been used by this house as a distinctive design for many years, and the public has naturally come to associate the idea of shoes with the quaint figure. In newspaper advertisements it generally appears in connection with a short joke or story, as in the sample given below:



"I will meet you,"
quoth the lover,
"Meet you when
pale Cynthia
shines."
But, alas! he met
her father
With a pair of
No. 9s.

LADIES' FINE SHOES.

\$2, \$2.50, \$3.

We make these shoes a special feature of our business and we know that nobody sells better shoes for the prices. Everything about them is as it should be and we guarantee them.

E. L. DODD & CO.,
218 SUPERIOR ST.

Here are more examples of the kind of matter the Messrs. Dodd incorporate in their advertisements:

If the boy who entered our office yesterday and sat down upon the desk and hastily arose and ran out, will return the half of that needle he carried off, no questions will be asked.

Creditor—"May I ask whether you ever expect to meet your indebtedness?"

Hardup—"Meet it? Why, Great Scott, man, I meet it every time I go into the street! Don't you throw it in my face often enough?"—*Harper's Bazar.*

The signs of spring are many
That come before our view;
And prominent as any
Is the russet leather shoe.

A BRIDGEPORT (Conn.) newspaper recently printed the following advertisement: "Chu Fong would like a small nice Mellican lady. She no have to work, as Chu Fong got big lot of money. Chu Fong will do the washee and the cookee; wife she can dress up every day. Price, \$10 for best girl.

"CHU FONG."

Picking up an old journal the other day, I found a statement to the effect that a certain patent-medicine firm had not (at that time) changed the wording of its advertisements for thirteen years. While I am a thorough believer in judicious advertising I doubt if such advertising as that would accomplish *any* good after a few months of publication. No doubt ninety-nine readers out of a hundred would throw aside the paper at sight of the familiar heading, with the exclamation, "The same old story." Though publishers may save considerably in composition bills, by permitting advertisements to "stand" in their columns for a year or more, they must lose considerable in the ill effect upon other would-be advertisers. It is to the interest of publishers that their patrons should find that "it *pays* to advertise;" and those advertising columns are most attentively perused which are most frequently changed. A publisher who allows an advertisement to stand without change in his columns for over three months is doing his own business an absolute harm. Advertisements are being looked upon as news, and as such they should be fresh and interesting. Invite your patrons to make frequent changes in their announcements. It will pay them, and this will have a reflex action upon your own receipts.—*National Publisher and Printer.*

NOVEL ADVERTISEMENTS.

Each year brings its own manner of advertising—aside from the newspaper, which is always standard and always fashionable with business men. Two years ago it was the calendar. They were sent everywhere by every firm that pretended to prestige. Last year the diary very naturally came into favor, and out of that, for this year, has come the pamphlet. All booming of business this season is done by a little book, and to make them catchy all sorts of word schemes are invented and put in attractive form on the cover. For instance, a little green one is floating around with this on its outside: "Put your ear to the ground and hear the rumble of real estate and the noise of low prices as it goes off." Another black cover makes the startling an-

nouncement, in white scroll letters, that "a cow cannot wear a bustle." No one ever accused her of a desire for such an abnormal appendage; only a woman would be guilty of such a yearning. But there is such a palpable truth about the proposition that it strikes a man forcibly and starts investigation. "Is the world coming to an end this year?" is a question on an innocent-looking little book that has the air of a young magazine, until one finds it gives the price of Smith's groceries, and the advice to eat, drink and be merry, because the earth may stop turning around whenever it feels that way, without giving thirty minutes' notice. The old style, "go to Jones's for your hair-pins," is played out, and "ads." that are not artistic are nothing now.—*St. Louis Republic.*

LITHOGRAPHS VS. NEWSPAPERS.

There is an interesting class gathering in Gotham at this season that follows the return of the actor as surely as night follows day. These are the representatives of the great show-printing houses located in Boston, Buffalo, Detroit, Cincinnati and Chicago. They come on here to secure from the different managers contracts for their next year's printing, and the competition between them is so great that they hustle around very lively after their game. It is almost incredible that more than \$2,000,000 should be spent by the different combinations in lithographs, posters and other advertising dodges. Barnum has a contract worth \$150,000 this year to any printing house, and Forepaugh's printing will cost \$100,000 more. Add to these big contracts all the lesser printing required by the different amusement venders and you have a surprising sum total. Yet it is less now than it used to be a few years ago, and managers are every day trying to reduce the cost of their pictorial printing and advertising more and more in the newspapers. But the difficulty is that there can be no concert of action among the managers, for some man is sure to break the agreement in relation to putting out paper. The better class of amusement caterers want to stop the lithograph and big show printing entirely, for it fills their theater at least one night a week with a deadhead audience that never comes when it has

to pay. But only two or three of them are strong enough to resist the temptation to placard the town with show bills and confine their advertisements to the columns of the different journals. Yet it is a stubborn fact that those managers who do are the most successful.—*N. Y. cor. Phila. Times.*

VERY GOOD.

To set an advertisement in type in such a way as to make it most effective is what the intelligent compositor aims. Among the conspicuous successes in this respect is a series of announcements put forth by the owners of a preparation of Cod Liver Oil, of which the one here reproduced is a specimen:

**I took Cold,
I took Sick,
I TOOK**

**SCOTT'S
EMULSION**

RESULT:

**I take My Meals,
I take My Rest.**

AND I AM VIGOROUS ENOUGH TO TAKE ANYTHING I CAN LAY MY HANDS ON;
getting fat too, FOR Scott's Emulsion of Pure Cod Liver Oil and Hypophosphites of Lime and Soda NOT ONLY CURED MY Incipient Consumption BUT BUILT ME UP, AND IS NOW PUTTING

FLESH ON MY BONES,

AT THE RATE OF A POUND A DAY. I TAKE IT JUST AS EASILY AS I DO MILK. SUCH TESTIMONY IS NOTHING NEW. SCOTT'S EMULSION IS DOING WONDERS DAILY. TAKE NO OTHER.

It catches the eye and tells its story without the aid of picture or superfluous space.

No one takes up a regular publication without the expectation of finding something of interest. The simple act of turning the pages is as positive an example of expectation as is the opening of a closet if one is in search of a coat. Hence an announcement in a regular publication has an advantage over any other form of business solicitation—that of meeting the sought-for eye at a time that it is in a mood for such greeting.—*A. C. Ladd.*

"JONES, OF BINGHAMTON,"
ON ADVERTISING.

Lieutenant-Governor Jones contributes to a recent issue of the *Journalist* an eminently sensible article entitled "What I Know About Advertising." Mr. Jones is known as a shrewd advertiser of long standing, and what he has to say on the subject is well worth listening to:

To tell what I know about advertising should take but a short time, as my knowledge of that subject is very limited, and by no means commensurate with my extended experience, having been a liberal advertiser all my business life, a period of more than forty years. Neither have I much confidence in those who "know just how to do it." My lack of knowledge does not insure a brief article, but other demands upon my time will prevent an extended consideration of a subject which is almost inexhaustible.

You will remember that Horace Greeley started to tell what he knew about farming, and every one supposed that his knowledge would occupy but a few columns of the *Tribune*, but he soon got what he did know so inextricably mixed up with what he did not know that the consequence was a book of several hundred pages. But do not fear—I have neither Greeley's ability or industry with which to alarm you. The assumption of knowledge on the part of many advertisers as to the best methods of reaching the people has long since led me to believe that it was a wise saying of him who remarked "that it was better not to know so much than it was to know so much that wasn't so;" for the belief that one knows it all, or most all, has led many advertisers to the expenditure of fortunes from which they have received no appreciable or, at least, no traceable returns except experience, and that, although professors of the art may assume to furnish, must be bought and paid for each for himself.

No enterprise or business, be it meritorious or otherwise, is likely to succeed in this age without advertising; but it does not follow that advertising will always bring success, even though the article advertised may have unprecedented value and be all that was represented. An ingenious inventor once advertised a machine that would peel ten bushels of potatoes a minute; but advertising did not sell his machine, for the reason that no one desired to peel ten bushels of potatoes in sixty seconds. When a want exists, or, as has been said, when a man has an article that "fills a long-felt want," his chances of success are much better than he who is, by his ingenious description of his wares, compelled to make a want.

Advertising embraces a variety of methods, and does not necessarily involve the use of printers' ink, although such is the accepted understanding when we speak unqualifiedly of advertising. Neither does it imply that the columns of the newspapers, so-called, should be the only medium through which printers' ink will be profitable. There is a wide difference of opinion on this question, which you will readily understand if you call on the job printer for his ideas on the subject and contrast them with those which the publisher of a newspaper will give you.

If you are to advertise in a newspaper, the consideration of mediums is of great importance. Of course "circulation" should control largely a decision; and on this question of cir-

culatation the advertiser has rights that many publishers attempt to ignore and wilfully deceive, which is simply an attempt to perpetrate a fraud. But advertisers have become very independent, and insist on knowing what they are to receive for their money. But it is used to be the manner of newspaper men to fall back on their dignity when asked concerning their circulation. They assumed that you should buy a "pig in a bag," and were not willing that you should "heft" the bag even if you did not ask to see the pig and guess the amount of pork without the aid of a balance.

The general rule is that the value of a newspaper as an advertising medium is determined by the number of bona-fide subscribers, although it will be noted that the smaller the subscription-list the more valuable the paper as an advertising medium, in the estimation of the publisher, for reasons that you fail to comprehend. I say bona-fide subscribers. By that I mean those who subscribe, pay, and regularly receive their paper, one of whom is worth more as a prospective customer than ten who receive the paper gratuitously through the extra edition scheme. A paper that is regularly taken and paid for is the oracle of the family into which it enters. It is read first, and its teachings, be they through the editorial or advertising columns, are accepted as gospel. The "sample copy" is looked upon as an invader, and receives about the same courtesy as is extended to any harmless intruder.

The advertiser now looks upon the service rendered in the same light as he would upon an article of merchandise, and pursues much the same method of ascertaining its value. Correct judgment in the choice of a medium is of great importance to the advertiser. It would not be considered sagacious to advertise ox yokes in a society journal, although some one of the four hundred might be interested in farming and become your customer. Neither would a French chef be likely to get a position through advertising in the columns of an agricultural paper.

Some things are of such necessity to the public, and, being of established merit, almost advertise themselves, but it is not safe to trust this method, for the demand may be turned aside by some accomplished advertiser who will succeed in convincing your expected customers that salt is sweeter than sugar.

No business was ever so firmly established that it was safe to leave it to advertise itself. Barnum in his lecture days used to say that success in life depended on two things, namely, "the right vocation and the right location." I go further, and claim that business prosperity is dependent upon the production of a meritorious article, and then placing it before the public through a proper mode of advertising adapted to the article and its surroundings. Shams do not long succeed. It is a mistaken idea that the public like to be fooled, and any newspaper that aids and abets any defrauding the public by fraudulent advertising is sure to come to grief at last.

Advertising is in two respects like electricity, and it is comparatively an unknown science, and, second, you can never tell where or when the advertising or the lightning will strike. So little understood is the science of advertising, that, in my humble opinion, seventy-five per cent. of the cost of advertising is absolutely lost to the advertiser.

It has been and is now our habit to trace every customer to his source of information, in order that we might get at the comparative value of mediums and methods, so that I feel warranted in saying that if I could invest twenty-five per cent. of my expenditure

where it would materialize, in the sale of the Jones' scales, the other seventy-five per cent. would be saved. But in advertising, as in agriculture, much seed is sown that never comes up, and a great deal is very slow in sprouting. I have distributed millions upon millions of dodgers, so-called, from which no benefit could ever be traced, and still I remember some fifteen years since selling a thousand dollars' worth of scales directly traceable to one little circular that cost fifty cents per thousand, which I threw from a car window.

It is not an easy thing to write an advertisement that will command attention. A successful "ad." is an inspiration. Good advertising may be erratic and eccentric, but never spasmodic. Continuity is a necessity. Advertise, then, advertise some more, and continue to advertise, as you cannot advertise too much if you have a product that the people want, and place it before them through the right mediums.

EDWARD F. JONES.

JUST AN ADVERTISING SCHEME.

An advertisement that interests the reader or gives welcome information aside from its advertising aspect is not a bad investment. It is certainly preferable to the style of advertisement which purports to have something highly sensational to relate, and just as the reader's attention has been caught branches off into a patent medicine puff. The following from the columns of the *Buffalo News* may carry suggestion with it:

CATCHY ADVERTISING.

Advertising in these days has been reduced almost to a science. Yet while people read the daily papers, and glance in a more or less cursory manner at the advertisements, but few have any idea of the thought and trouble required to get up a good "catchy" advertisement, and the man who can do so can always command a good salary. Take the patent-medicine men, for instance, for they are the ones who mostly use this style of advertising. One house pays its man a salary represented by five figures, though for this he takes charge of the entire advertising of the firm, rocks, lithographing, papers, etc. His general instructions are to this effect: "Go ahead and advertise, but don't bother the firm." And who shall say that these men do not do their work well? Who has not started a most entertaining little anecdote in his paper, and when just reaching the climax found Brown's Balsam, Smith's Salve, Robinson's Balm, or someone else's cure all, in the vulgar language, "sprung" on him? How mad the average man is when he finds himself sold. A patent man will use almost anything—battle, murder and sudden death, suicide and shipwreck—anything and everything that can by any conceivable twists be made to refer, no matter how indirectly, to his wares. And not only patent-medicine men, but many others, for who would dream that the above is just a scheme to call your attention to Pearl Ammonia, the greatest cleanser in the world, for which the enterprising Soper, Slade & Co., of Buffalo, are sole agents? Any grocer will explain its merits to you.

To impress a plain truth it is not necessary to paint it to the eye by comic wood cuts or sensational pictures of any kind. Ordinary type is better, if it secures your confidence.—*Dr. A. T. Shallenberger.*

DEMOCRATS AS NEWSPAPER READERS.

First Assistant Postmaster-General Clarkson has compiled some interesting newspaper statistics with a political significance, which he made public at the dinner of the Norfolk Club at Young's Hotel in Boston. They are included in the following special dispatch to the *New York Sun* of May 24:

It would be a good thing if every Republican in this country would study Rowell's Newspaper Directory, or any of the standard kindred works. They would see, taking Rowell for authority, that, while there are 255 Republican dailies printed in this country, with a circulation of over one thousand, there are 320 Democratic dailies printed. They would see that, while the Republican dailies have, according to Rowell, a circulation of one million and a half, the Democratic dailies have a circulation of over one thousand each and a combined circulation of two millions and a half. The Democrats have 1,346 weeklies, with a circulation of four millions and a quarter. I think these figures are all too low in their estimates, but no doubt they are relatively correct as between parties. Beyond this, the magazines that support the Democratic party have a circulation of nearly half a million, while those that support the Republican party, even by indirection, have less than a hundred thousand. *Harper's Weekly* and some other journals complain that in speaking of the excess of Democratic circulation over Republican in a previous speech I classed the independent papers as Democratic. I know no other way to classify them. I take them by their own assignment. I always find them working on the Democratic side. I do not know of a single independent paper with a Republican slant. In the geometry of politics, all independent papers lean toward the Democratic party. So I know of no reason why they should not be classed with the party for which they work.

It is believed that this is the first time an attempt has been made to compile statistics of this character, and Colonel Clarkson wisely made sure of the accuracy of his figures by drawing upon the recognized authority on newspaper circulations. Perhaps the value of the statistics presented in the American Newspaper Directory has been too little appreciated by the public; at all events, a study of its pages, with comparisons here and there, will not fail to reveal many facts of general interest.

If a paper is published for decent people, and does not expect to be read by others, it cheats when it takes good money from inappropriate business to advertise them.—*J. E. Powers.*

A SMALL advertisement and a moderate expenditure often pays a big dividend, while a larger advertisement, placed wildly and widely, results in calling the creditors together.—*Agents' Guide.*

Correspondence.

ONE PUBLISHER'S PLAN.

THE INTELLIGENCER,
Daily and Weekly,
DOYLESTOWN, Pa., May 17, 1890.

Editor of PRINTERS' INK:

In PRINTERS' INK of May 14, page 806, I find "A Consideration," which has interested me much. Your classification of newspapers in the first few lines is, I fear, only too accurate. For many years I and my partners and predecessors stood to our schedule of rates absolutely. In the flush times preceding 1873 I believe schedule rates were absolutely adhered to, and as there was plenty of business going our columns were always full, even if some cards were crowded out by price considerations. After 1873 there was a change, and, though the *Intelligencer* still stood out for its schedule rates, we saw too much business go by, especially in the dull seasons of the year. Still we kept the *Intelligencer* in the first class, because we would not treat customers one different from another. The months of July and August were the only ones when we felt the pressure badly, but in those months we were ready to take cards for nothing. Some years since we determined upon an experiment for these months—viz.: to offer to our best patrons a certain amount of space at their own terms. We set apart five columns, of which we did not sell quite all the first year. We offered it in half-column cards, \$10 for the two months—half a column single, quarter-column double width—July and August only, one change during the time. The result has been entirely satisfactory. It fills the advertising space sufficiently; it avoids cutting rates; it treats all alike, so far as possible; it pays something towards keeping down expenses. It is, in our opinion, after three or four years' experience, a good and satisfactory method, and it does not make precedent which cannot be gotten rid of. We think a plan of this kind would fill the needs of many—probably a majority of publishers—who feel the pressure you refer to, and enable them to keep to their schedules—a thing most desirable for themselves, their patrons and agents.

ALFRED PASCHALL.

AN ADVERTISER'S HOWL.

ENOCH MORGAN'S SONS CO.,
Soap Manufacturers,
New York, May 21, 1890.

Editor of PRINTERS' INK:

The following postal card was sent to a special agent in this city who had secured from us a contract for advertising amounting to \$150: "Have solid metal electrotypes sent us *prepaid*. One received is wood base. We will use same for few days until the solid metal cut comes." This makes me howl! Why a newspaper equipped with a full stereotyping outfit should bother an advertiser to send them a solid metal electro, when at an expense of 30 cents in labor they could cast some of their own metal in their own stereotyping apparatus, seems unreasonable.

I have known not a few instances in which newspapers have failed to insert a wooden-backed electrotype until, at their usual rates, the unused space would have justified the purchase on their part of a solid silver plate, full type high, to fill the space.

Friction is what impedes business. Every complication in the price card, every unneces-

sary limitation of the use of space, every difficulty or delay which occurs, cuts down the amount of business that can be done in a given time and adds materially to the cost of the business which remains.

Some wisacre who runs a "turtle bed" may reply that a fine outfit for stereotyping may not include a flat casting box. Of course it is possible to go to housekeeping with a knife and without a fork.

A hint through PRINTERS' INK should be sufficient.

ARTEMES WARD.

KEEP A SCRAP BOOK.

OFFICE OF C. D. HAWLEY,
Manufacturing Chemist,
BERLIN, Wis., May 22, 1890.

Editor of PRINTERS' INK:

If you wish to acquire the art of writing paying advertisements keep a scrap book. Place first in this book every advertisement you write or have written for you, leaving a space under each for notes and comments, stating in what papers it was inserted, cost, result, and in what respects it was strong or weak.

Devote another part of the book to current advertisements. Give no advertisement a place unless it has strongly impressed you and attracted your attention while reading a paper for news—not for advertisements. Try not to see how many advertisements you can collect, but how few, and let them form a text book on advertising. Such a collection will show that the advertisements that impress one state a business fact in a few words that leave an agreeable impression on the reader's mind; that most of them have an attractive heading, in one style of type, that serves to arrest the attention of the class of readers the advertiser wishes to address. I feel sure that advertisers would derive profit as well as pleasure in making such a collection—at least, such has been the experience of a warm admirer of PRINTERS' INK. Yours, for paying advertisements,

C. D. HAWLEY.

INVENTOR OF THE COUPON SYSTEM

R. L. POLK & CO.,
DIRECTORY PUBLISHERS,
DETROIT, Mich., May 14, 1890.

Editor of PRINTERS' INK:

In your issue of PRINTERS' INK for May 7 you quote an exchange as saying that the "coupon idea" was started some years ago by the London *Times*. Allow me, as a citizen of London at the time of this innovation, to say that it was introduced by Mr. George Newnes, M. P., proprietor of the far-famed scrap paper, *Tit Bits*, and not by the *Times*. The legality of the scheme was at first disputed by the English Government, and an injunction was served by the authorities restraining *Tit Bits* from offering insurance to subscribers without paying policy duty on every individual coupon (possibly at the instigation of the insurance companies). However, after a time the matter was arranged, and I believe *Tit Bits* continues to offer this novel inducement to the public. On the latter point I am uncertain, not having seen a copy for some time past; but it was proven not to be an infringement, and other papers followed suit in the matter.

WARDE PENNFIELD.

If business is vulgar and dull it is made so. There is nothing in this world so interesting as the picked-out facts of business arranged in due perspective.—J. E. Powers.

THE "TYPOGRAPHICAL ERROR."

It isn't always the typesetter who blunders in a newspaper office, and it's not the proofreader who is always responsible for the blunder not being corrected. Not much. Usually you see the typesetter spoken of in the article correcting a mistake as the "intelligent compositor." It is meant for sarcasm, but it is far-fetched and in many cases does that really intelligent individual a gross injustice. To be sure, he doesn't care about that. There are from 20 to 100 compositors employed on every daily paper of consequence, and to blame them in an indefinite fashion is not only easy, but safe. They don't care, and they never kick back. They are too busy and too good-natured, as a rule. If they wanted to "sass back" they could very often do it most effectively. Pot-hook marks for writing, doublets, omissions in "copy," are often causes of errors in cold type. More often, however, these defects in manuscript are actually corrected by the compositor, and if they escape his usually keen comprehension they have to run the gauntlet of the proofreader, while few really vital errors get through. But mistakes *will* happen, and when they do it is just as well to be honest about locating the blame, and not jump at the conclusion that it's the intelligent compositor."—*Detroit Journal*.

THE London *Times* is seriously considering the reduction of the price of the paper from threepence to a penny. It is about the last of the London papers to stick to the old price, and it would probably not think of reducing it now but for the dreadful way in which its circulation has run down in the last year or so. The *Morning Post*, the last of the London papers to reduce its price, has been prospering wonderfully ever since, and this encourages the *Times* people. The *Times*, which has for some time been managed jointly by the two sons of John Walter, is now in charge of a new manager, Moberly Bell, who was formerly the representative of the *Times* at Cairo, and has been credited with having forced the English Government to the bombardment of Alexandria.—*San Francisco Argonaut*.

THERE is no economy in rickety chairs, dirty windows and an unswept floor deeply stained with tobacco juice. Advertisers will reduce their terms the moment they set foot in such a place.—*T. Campbell Copeland*.

ORGANS \$25. Pianos \$130. Address D. F. BEATTY, Washington, N. J.

Low Estimates.
Careful Service.
Reliable Dealing.

DODD'S Adv'g Agency, Boston
265 Wash'n St.

ASTHMA CURED. FREE
by mail to sufferers.
Dr. R. SCHIFFMAN, St. Paul, Minn.

BELT DRESSING

AND

Leather Preservative.

Warranted to give satisfaction. It absolutely prevents a belt from slipping. Thoroughly preserves the leather and protects the elasticity of the belt. It will pay you to send for circular.

JOS. DIXON CRUCIBLE CO.,
Jersey City, N. J.

\$1.00 PORTRAITS. Cheapest in the World. Send for Proofs. PRESS ASSOC'N, Columbus, O.

ALBANY, N. Y.

GEO. P. ROWELL & CO.

publish a list of

The best or most widely circulated or influential Newspapers issued at important business centers throughout the country:—

The Newspaper in each place that gives the Advertiser the most for his money.

On this List

THE JOURNAL

(Daily and Weekly)

IS NAMED FOR ALBANY.

HOW TO INCREASE BUSINESS WITH PROFIT.

Live Business Men the World over
Solec it by Using



Before using
FOWLER'S BOOK.

After using
FOWLER'S BOOK.

PRICE, \$2.00. EXPRESS PREPAID.

From your Booksellers or the Publishers.
A. M. THAYER & Co., - - BOSTON, MASS.

THE \$3 LIST.

Bargains in Advertising in Daily
Newspapers in Many Principal
Cities and Towns.

Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 254 Dailies and 232 Weeklies), costs \$600. For three months, \$1,800, less 10 per cent., or \$1,620 net.

The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,683,800 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed*.

For any selection of less than 50 of the papers approximately low figures will be given on application.

The List will be sent FREE!

Upon application to

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

American Newspaper Directory

FOR

1890.

TWENTY-SECOND ANNUAL VOLUME.

FOURTEEN HUNDRED AND FIFTY-
TWO PAGES.

PRICE, FIVE DOLLARS,

Which includes, in addition to the book, a paid subscription for one year for PRINTERS' INK, a journal for advertisers, published weekly, containing in almost every issue information needed to bring the Directory reports down to date.

A FREE copy of the AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of GEO. P. ROWELL & Co's Advertising Bureau to the amount of Fifty Dollars.

GEO. P. ROWELL & CO., Publishers,
(NEWSPAPER ADVERTISING BUREAU),
20 Spruce St. New York.

NEWSPAPER A BOOK -OF- ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 30,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimenters.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE List of the very best.

6,692 VILLAGE NEWSPAPERS—

more than one half of all the American Weeklies—in which advertisements are inserted for \$46.33 a line and appear in the whole lot.

Book sent to any address for



THIRTY CENTS.

NEW YORKER STAATS ZEITUNG.

(FOUNDED 1834.)

OSWALD OTTENDORFER, Editor.

The popularity of the NEW YORKER STAATS ZEITUNG and its great circulation among the most intelligent and prosperous class of Germans make it one of

**THE VERY BEST ADVERTISING MEDIUMS
OF THE COUNTRY.**

RATES FOR ADVERTISING:

Fifteen cents per line, nonpareil, one time; one week, 40 cents; three months, \$4.80; six months, \$8.00; twelve months, \$15.00 (Sunday, 15 cents each insertion); fifth or eighth pages, 20 cents each insertion daily and Sunday; displayed advertisements, 50 per cent. additional; cuts and large type, double rates of display; double column, \$1.00 per line across; double column containing cut or cut type, \$1.50 per line across; special notices, 30 cents; business notices, 40 cents; reading notices, fifth or eighth pages, \$1.00.

TIME HAS PROVED THAT THE NEW YORK TRIBUNE

(DAILY AND SUNDAY)

Possesses a Constituency

which yields to advertisers the best results for their expenditures for advertising. Summer and Winter Resorts frankly admit that

THE TRIBUNE

brings them the most responsible and profitable customers. Merchants say that

THE TRIBUNE

throng their stores with the best and largest buyers. Furniture men have received remarkable orders from the readers of

THE TRIBUNE. People who want either employees or situations reach the most desirable classes through the columns of

THE TRIBUNE.

The list might be extended indefinitely. As for

The Weekly Tribune,

the value of this great paper of the Farmers, Country Merchants, and Union Veterans of the country is almost too well known to need explanation. It need only be said that **THE WEEKLY TRIBUNE** reaches the most reputable, responsible and ambitious classes in our country population—people who buy and pay for what they get.

Rates furnished by mail or personally upon application to

THE TRIBUNE,
NEW YORK.

THE HOUSEWIFE



Handsomely Illustrated and devoted to
 Fiction,
 Fashion,
 Flowers,
 Fancy Work,
 Home Decoration,
 Art Needlework,
 Stamping,
 Painting,
 Designing,
 Cooking,
 Housekeeping,
 In short, everything pertaining to
 Woman's Work and
 Woman's Pleasure.

THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the 200,000 mark. Line rate will then be advanced to \$1.00. Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements, 80 cents per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{2}$ page (170 lines), \$100.00; $\frac{1}{4}$ page (340 lines), \$175.00; 1 full page (680 lines) \$300.00.

COVER DISCOUNTS.—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible
 Advertising Agency.

The Boston Herald
 with its
 Honest Circulation
 the
 Growth of Fifty Years,
 Widespread Influence
 and
 Careful attention paid to
 the setting and position
 of advertisements, is the
Best Advertising Medium
New England
 It carries more advertising
 than any other New England
 Paper.

 KNOWN CIRCULATION:

DAILY HERALD, - - - 133,581
 SUNDAY HERALD, - - - 109,556

A. FRANK RICHARDSON,
 13, 14 and 15 Tribune Building, N. Y.

Over a Million and a Quarter Copies a Week.

The Philadelphia Item.

Largest Evening Circulation in America.

Average Every Issue for 1889, as per sworn statement on file at
Geo. P. Rowell & Co's:

DAILY, 164,944 Copies;
SUNDAY, 151,778 Copies;
WEEKLY, 32,440 Copies.

CIRCULATION FOR THE WEEK ENDING MAY 17:

Sunday, May 11,	-	-	-	-	173,900
Monday, May 12,	-	-	-	-	176,500
Tuesday, May 13,	-	-	-	-	178,000
Wednesday, May 14,	-	-	-	-	182,460
Thursday, May 15,	-	-	-	-	180,800
Friday, May 16,	-	-	-	-	181,600
Saturday, May 17,	-	-	-	-	187,880
Total,	-	-	-	-	1,262,040
DAILY AVERAGE,	-	-	-	-	181,356
Sunday Item,	-	-	-	-	173,900

No guess-work about this! The Item PAYS! Advertisers KNOW it pays! and furthermore they know WHY it pays! Circulation tells! Over 180,000 copies Daily! 173,000 Sunday! 32,000 Weekly! Take any or all at 30c. a line each transient, or 25c. a line by the year. Reading notices 75c. to \$1.50 a line. Business notices 50c.

When THE ITEM was supplied by Hoe & Co., about one year ago, with their "Big Geraldine," a mammoth quadruple machine (the first and only one of its kind ever turned out), and for which they stereotyped thirty-two forms in producing a single issue, it was thought that the wonder and climax of modern press-building had been reached. Several months ago, however, their mechanical facilities being taxed to the utmost, they were compelled to order of R. Hoe & Co. another, and, if possible, still greater machine. This will be in running order within a few weeks, and will give THE ITEM THREE great lightning presses, which they will run by electricity, furnished by the Edison Co., each press having a separate motor. This will enable them to turn out their marvelous edition of 180,000 copies daily within one hour.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

509 "The Rookery," Chicago,

48 Tribune Building, New York.

EIGHT MILLION READERS,

AMONG THE

BETTER CLASSES OF THE RURAL MASSES.

The Great Leaders of the Leaders,

ALLEN'S LISTS.

95 per cent. of the circulation of the periodicals of ALLEN'S LISTS is in the rural districts among the better classes of the masses. These periodicals are of mature age, are solidly established and are strong; they are subscribed for and are paid for by the intelligent classes of the masses because they fill a real want; they are not thrown together nor thrown around, but are ably edited, have an able corps of regular paid contributors, are handsomely illustrated and printed, and then go by mail direct into homes in every State and Territory.

EIGHT MILLION READERS,

Or One-Fifth of the Entire Rural Population of the United States.

THUS, Circulation each month over.....**1,000,000** Copies.
The borrowing demand in the rural districts for such standard periodicals is great, and each month is believed to exceed.....**250,000** Copies.

Total number of families reached each month, over.....**1,250,000**
A small fraction over six to a family gives **8,000,000** readers; the families average larger in country than elsewhere. About 40,000,000 people, or something over 6,000,000 families, live in country districts; it will be seen that the periodicals of ALLEN'S LISTS reach one-fifth of them.

Affidavit of Circulation of All Issues Furnished Each Advertiser Monthly.

Any other Reasonable Proof of Circulation Carefully Furnished any Advertiser Whenever Requested.

I not only guarantee **ONE MILLION** circulation each issue, but I always prove it.

Should Less than ONE MILLION be printed and Circulated of any issue, of the Periodicals of ALLEN'S LISTS, I will Make a Discount in Exact Proportion to Each Advertiser.

My Claim to Patronage:

HIGH QUALITY. HONEST COUNT. RESULTS TO THE ADVERTISER.

Shrewd Advertisers Boom Business in July and August.

You will find all the shrewdest advertisers booming business through ALLEN'S LISTS in May and June issues; they don't leave off in the middle of the season, thereby making little or no profit. Furthermore, shrewd advertisers will tell you that while they drop out of nearly all papers and periodicals in July and August, still they stay in ALLEN'S LISTS, even then, for the reason that these lists are strong enough to pay, all the year round—in season and out of season.

Glowing Testimony from Hundreds of Advertisers, to the Effect that ALLEN'S LISTS are the Very Best General Advertising Mediums in the World, is in my Letter Files and can be seen at my Office.

The following is copied from a statement of **GEORGE P. BOWELL & CO., ADVERTISING AGENTS, 10 Spruce Street, New York:**

"ALLEN'S LISTS—\$5.40 per agate line for over one million monthly circulation, 95 per cent. of which reaches rural homes. Can any general advertiser whose goods are in demand, or who wishes to create a demand from the masses of the country districts of the United States, afford to remain unrepresented in these monthlies? These monthly periodicals reach all parts of every State and Territory. In making application for an estimate of the cost of advertising in a choice selection of monthly publications, **Dr. J. B. Coblentz, of Fort Wayne, Ind., writes:** 'Now get me something that beats ALLEN'S LISTS; it is a dandy.' ALLEN'S LISTS are so frequently referred to by advertisers as producing large results, that it would seem proper that the attention of the readers of **PRINTERS' INK** should be called to them. Address **GEORGE P. BOWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.**"

THE BIRD CARD WORKS, Meriden, write: "We consider ALLEN'S LISTS the best advertising medium in this country to-day."

STANLEY DAY, Advertising Expert, Equitable Building, New York, writes: "Good wine needs no bush," and if I did not have the highest opinion of your mediums for advertising purposes, they would not lead and head the combination list of miscellaneous publications in my guide."

G. D. NICHOLS & CO., Corset Manufacturers, 46 West 14th St., New York City, state: "Result from an ad. in ALLEN'S LISTS, and what was supposed to be seven million other circulation—ALLEN'S LISTS gave greater results than five million of that circulation. We might add that we have received more satisfaction from your lists for money expended than from any other mediums we have ever used, and we believe we have used every paper and magazine, of any importance, in the United States."

LOVEL WASHBURN CO., Manufacturers of Washing Machines and Wringers, Erie, Pa., show an average business of eighty dollars a day from a small standing ad. in ALLEN'S LISTS—reinforced occasionally by an ad. of from thirty to fifty lines.

Hundreds of other Advertisers in all Lines of Business Testify in the Same Strain.

Advertising rate, \$5.40 per agate line each insertion. Forms close the 15th of each month, prior to date of periodicals.

E. C. ALLEN, PROPRIETOR OF ALLEN'S LISTS, AUGUSTA, ME.



The W. D. Wilson
Printing Ink Co.,
 LIMITED,
 140 WILLIAM STREET,
 NEW YORK,

HAVE ISSUED a new WHOLESALE PRICE LIST giving Special Prices of PRINTING INKS in quantities. This is the first time in the history of the Printing Ink Trade that such a One Price System has been adopted. This Price List is intended for the Cash Paying Trade.

Send for Specimen Book, Price List, and Special Terms for Cash Orders.

ADDRESS

W. D. WILSON PRINTING INK CO., L't'd,
 140 WILLIAM ST., NEW YORK.

*PRINTERS' INK is printed with Wilson's
 30 Cent Book Ink.*

Mr. Gladstone AND The Bible.

The convictions of the greatest living statesman regarding the Bible are being presented in a series of articles on "The Impregnable Rock of Holy Scripture," which he is writing for *The Sunday School Times*. Three of these remarkable articles have already appeared. The others will appear at intervals of about a month—the whole series consisting of five or six articles. No Sunday-school teacher should fail to read them.

This is typical of the quality of the literary matter provided for the readers of *THE SUNDAY SCHOOL TIMES*. The ablest Christian scholars of the Old and New World are under contract to contribute to its columns. Because of this

No other religious weekly has a better class of adult readers.

No other religious weekly has as large a list of paid subscribers—149,000.

Its advertising columns are just as carefully edited.

No other religious weekly gives so strong a guarantee that its advertisers are trustworthy.

No other religious weekly is so particular as to the character of its advertisements.

We shall be glad to substantiate these statements if you will write to us. The advertising rate is fair and fixed, and with the other special features makes *THE SUNDAY SCHOOL TIMES* particularly valuable for advertisers who can get into its columns.

The
Religious Press
Association,
Chestnut & Tenth Sts.,
PHILADELPHIA, PA.
(Mutual Life Building.)

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.

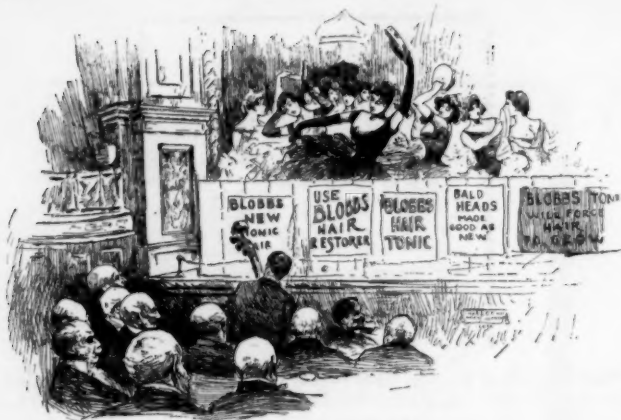
One Price Advertising

Without Duplication
Of Circulation

HOME 14 BEST
JOURNALS WEEKLIES

Every Week
Over 250,000 Copies

Religious Press
Association
Phila



BALLET REFORM.

SOME SHREWD ADVERTISER WILL PROBABLY ADOPT THIS METHOD OF MAKING A SENSATION AMONG THE "BALD-HEADED" SEATS AT OUR THEATERS.—*Munsey's Weekly*.

I wish I was an editor,
I'd in my sanktum stand,
And wear upon my countenance
A smile just awful bland.
An' when the candydate cum in
To try to taffy me,
I'd exercise no modesty
To any grate degree;
I'd tell him right into his teeth
That our influence allers
Is lent to the aspirin' man
That has the shinin' \$\$\$,
An' if he handed up the dust,
Forthwith my sheet 'd praise him,
But if he didn't come to time,
Great Moses! how I'd raise him!

—*Modern Argo*.

Wobbs—Did you get your poem into the *Scribblers' Magazine*?

Cobbs—No, the editor was altogether too grammatical.

"Too grammatical? How is that?"

"Why, he went right to work and declined it."—*Detroit Free Press*.

First Young Author—Do you write for pay?

Second Young Author—Yes, I had an article printed in the *Family Monthly* a year ago, and I've been writing to the publisher for my pay once a week ever since—but I haven't got it.—*Somerville Journal*.

Doctor—You must take a teaspoonful of this medicine three times a day regularly, taking a dose before each meal, until you feel better.

Journalist—But, my dear doctor, I can't possibly follow your directions.

"Why not?"

"Because I don't get but one meal every two days."—*Texas Siftings*.

Reporter—I have a great scheme.

City Editor (eagerly)—What is it?

Reporter—Let me have \$25 and I'll write up a three-column sensation on "How it feels to have a new suit."—*Clothier and Furnisher*.

As this is the first number of a brand-new paper the temptation is very strong to follow the example of the many predecessors who have gone before and exclaim: "We have come to stay." But we can't say it. We are rigidly opposed to tight lacing.—*Pennsylvania Telegram*.

Young Man—Well, have you decided yet to take my poem on "Cheese?"

Editor—I am very sorry to inform you that your poem has disappeared.

"Don't you know what has become of it?"

"Yes; I left it in my pigeon-hole last night, and this morning I found that the office rats had smelled it out and eaten it."—*Rochester Post-Express*.

Mrs. Miggs (reading the paper)—John, I don't believe that the *Sun* is really down on Mr. Cleveland as it pretends to be, do you?

Miggs—Yes, of course I do. What put such an idea as that into your head?

Mrs. Miggs—Well, I notice that it has been saying just as nice things about his baking powder as the *World* has.—*Jester*.

Husband of Authoress—My dear, you are famous now! Your picture is in the newspaper.

(Authoress takes one glance, and bursts into tears.)

Husband—Why, my dear, what is the matter?

Authoress—The horrid things have made me with a last year's bonnet on!—*New York Sun*.